

## AMENDMENTS TO THE CLAIMS

Below is the entire set of pending claims pursuant to 37 C.F.R. §1.121(c)(3)(i), with mark-ups showing the changes made in the present Amendment.

1. (Currently Amended) ~~A method of forming an image, comprising providing a layer of plastics material over a substrate, the substrate having at least one reflective region thereon, and selectively altering the optical properties of portions of the plastics material so as to form an image therein.~~ A method of forming a security card, comprising the steps of:

- a) providing a substrate having a reflective region covering a portion of the substrate;
- b) thermally depositing identification details onto the substrate;
- c) depositing a protective layer of plastics material onto the substrate so as to protect the identification details, and selectively altering the optical properties of the protective layer in at least a region overlying the reflective region so as to form a security image therein.

2. (Currently Amended) A method as claimed in claim 1, wherein the ~~at least one~~ reflective region comprises a metal film.

3. (Original) A method as claimed in claim 2, wherein the metal film is printed onto the substrate.

4. (Original) A method as claimed in claim 3, in which the metal film is provided on a carrier film and is brought into contact with the substrate at a printing station and transferred to the substrate.

5. (Original) A method as claimed in claim 1, wherein the layer of plastics material is provided on a carrier film and in which a plurality of heater elements are provided on a thermal print head, and in which the heater elements are energized when the carrier film is in contact with the substrate to transfer the plastics material to the substrate.

6. (Previously Amended) A method as claimed in claim 5, in which the heating elements are energized to deposit a continuous layer of the plastics material over the whole of an area to be covered such that the plastics material serves as a protective coating.

7. (Previously Amended) A method as claimed in claim 6, in which selected regions of the plastics material are heated to a greater degree than other areas so as to vary a surface appearance of the plastics layer.

8. (Original) A method as claimed in claim 7, in which the full thickness of the plastics film is deposited and selected portions thereof are overheated so as to give these portions a different appearance.

9. (Original) A method as claim in claim 8, in which the overheated portions have a satin appearance.

10. (Currently Amended) A method as claimed in claim 8, in which the overheated portions have a matte appearance.

11. (Currently Amended) A method as claimed in claim 1, in which the security image is printed over the substrate in a repeating pattern.

12. (Currently Amended) A method as claimed in claim 1, in which the layer of plastics material is deposited on the substrate during a printing process, and in which the security image to be formed in the plastics layer is held in a memory device readable by one of the printer and a data processor controlling the printer.

13. (Original) A method as claimed in claim 12, in which the memory device is a removable device.

14. (Currently Amended) A method as claimed in claim 12, in which the security image is held in an encrypted form.

15. (Original) A surface printed in accordance with the method of claim 1.

16. (Currently Amended) ~~A printed item, said item having a substrate bearing on at least a portion thereof a reflective element and a plastics layer deposited over the substrate and the reflective element, the optical properties of the plastics layer altered in at least the region~~

~~overlying the reflective element.~~ A printed item, the item comprising a substrate having a first surface, wherein a reflective element is provided on a portion of the first surface and where identification details are printed onto the first surface and wherein a plastic layer is deposited over the substrate and the optical properties of the plastics layer are altered in at least a region overlying the reflective element.

17. (Currently Amended) A printed item as claimed in claim 16, in which the plastics layer is deposited as a substantially uniform layer.

18. (Currently Amended) A printed item as claimed in claim 17, in which portions of the plastics layer are overheated in order to change the appearance of those portions.

19. (Currently Amended) A printed item as claimed in claim 16, in which the item ~~has~~ comprises an identity card.

20. (Currently Amended) A printed item as claimed in claim 16, in which the item is selected from the group consisting of ~~one of~~ a security card, a bank card, ~~license~~ a license and a credit card.

## **REMARKS/ARGUMENTS**

The Application was originally filed with claims 1-20. By this Amendment, independent claims 1 and 16 have been amended to place them in condition for allowance. Other amendments are also submitted to correct various informalities within the claims. Applicant asserts that these claim amendments are fully supported by the Application as filed and, as such, do not introduce new matter.

### **REJECTIONS UNDER 35 U.S.C. §103**

Claims 1-11 and 15-20 currently stand rejected under 35 U.S.C. §103 as being unpatentable over Baxendale (US 5,990,918) in view of Lyszczarz (US 4,897,533). In response to this rejection, Applicant has amended claim 1 to clarify that only a portion of the substrate has a reflective region. The Lyszczarz reference, on the other hand, teaches away from this limitation by requiring that an entire surface of the substrate must be covered with a reflective material: “The metal containing layer is bonded to the first surface of the substrate and preferably covers at least substantially the entire first surface of the substrate.” Lyszczarz, col. 2, lns. 58-61 (emphasis added). Because the Lyszczarz reference teaches away from this limitation, there is no motivation to combine the Lyszczarz reference with the Baxendale reference, nor is there any teaching or suggestion that only a portion of the substrate can be covered with a reflective region. For these reasons, Applicant asks that the Final Rejection of claim 1 be reconsidered and withdrawn. Similarly, because claims 2-11 and 15 all depend from claim 1, each of these claims is therefore distinguishable for the same reasons.

Regarding claims 16-20, Applicant has amended claim 16 to clarify that only a portion of the substrate has a reflective region. As stated previously, because the Lyszczarz reference

teaches away from this limitation, there is no motivation to combine the Lyszczarz reference with the Baxendale reference, nor is there any teaching or suggestion that only a portion of the substrate can be covered with a reflective region. For these reasons, Applicant asks that the Final Rejection of claim 16 be reconsidered and withdrawn. Similarly, because claims 17-20 all depend from claim 16, each of these claims is distinguishable for the same reasons.

Claims 12-14 are also rejected under 35 U.S.C. §103 as being unpatentable over Baxendale in view of Lyszczarz as applied to claim 1, and further in view of Peyret (US 5,688,056). Because each of these claims depend from independent claim 1, which has been distinguished over Baxendale and Lyszczarz, Applicant submits that the rejection of these claims has been traversed. Applicant therefore requests that the Final Rejection of these claims be reconsidered and withdrawn.

## CONCLUSION

Applicant respectfully submits that pending claims 1-20 are in condition for allowance, and request a Notice of Allowance for the pending claims. Examiner is invited to contact the undersigned Attorney of Record if such would expedite the prosecution of the present Application. Although Applicant believes no fees are due, if the Commissioner determines that fees are due, or an overcharge has occurred, please charge or credit Deposit Account No. 13-0480, referencing Attorney Docket Number 24141761.2.

Respectfully submitted,

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